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GADGETS & GAMES | NOVEMBER 4, 2010

Samsung Makes Push in Tablet Market

By JUNG-AH LEE

SEOUL—Samsung Electronics Co. said Thursday it aims for sales of its new seven-inch tablet computer to top one million units by year end and is looking to offer other sizes as it seeks a bigger chunk of the fast-growing market.



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AFP/Getty Images

A pedestrian walks past an ad for Samsung Electronics's Galaxy Tab outside the company's main building in Seoul on Thursday.

The electronics giant launched the Galaxy Tab earlier this year. Samsung is hoping that the device, powered by Google Inc.'s Android operating system, will help it gain competitiveness against Apple Inc. and other tablet rivals. Demand for tablets has been growing this year as consumers are enticed by their price and ease of portability.

"Various tablet sizes will be launched by many companies next year. In order to cement our strong presence in the tablet market, Samsung is also preparing other kinds of tablet devices," J.K. Shin, president of the company's mobile business, said at a launch event in Seoul.

Samsung plans to offer the tablet computer in South Korea starting next week. Mobile operator SK Telecom Co., which first offered Samsung's Galaxy S smartphone in the domestic market in June, will initially have the exclusive right to sell the Galaxy Tab.

The tablet's launch in South Korea comes after Samsung unveiled the device in Europe last month, starting in Italy. The device will also be available for sale in the U.S. and Japan starting this month.

The Galaxy Tab provides a hub for reading books, newspapers and magazines. Unlike Apple's iPad, the Galaxy Tab supports Adobe Flash, enabling it to offer more videos found on the Internet. It also features a three-megapixel camera, 16 gigabytes of memory and a cellular connection.

Apple has sold at least seven million iPads since launching its touchscreen device in April. [KT Corp.](#), SK Telecom's domestic rival, is expected to release the iPad in South Korea sometime this month.

Separately, LG Electronics Inc. said Thursday that it plans to launch its own tablet device, tentatively called the LG Pad, in the first quarter of next year. The LG Pad will have a Tegra 2 dual-core processor made by Nvidia Corp. and run on Google's coming Honeycomb software platform.

[Full Image](#)

Last month, LG scrapped its initial plan to release a tablet device

based on Android version 2.2, also known as Google's Froyo platform. LG said it would delay the launch until next year.

Meanwhile, Mr. Shin of Samsung also said his company intends to ship at least 20 million Galaxy S smartphones this year and is aiming to double shipments of the smartphone next year.

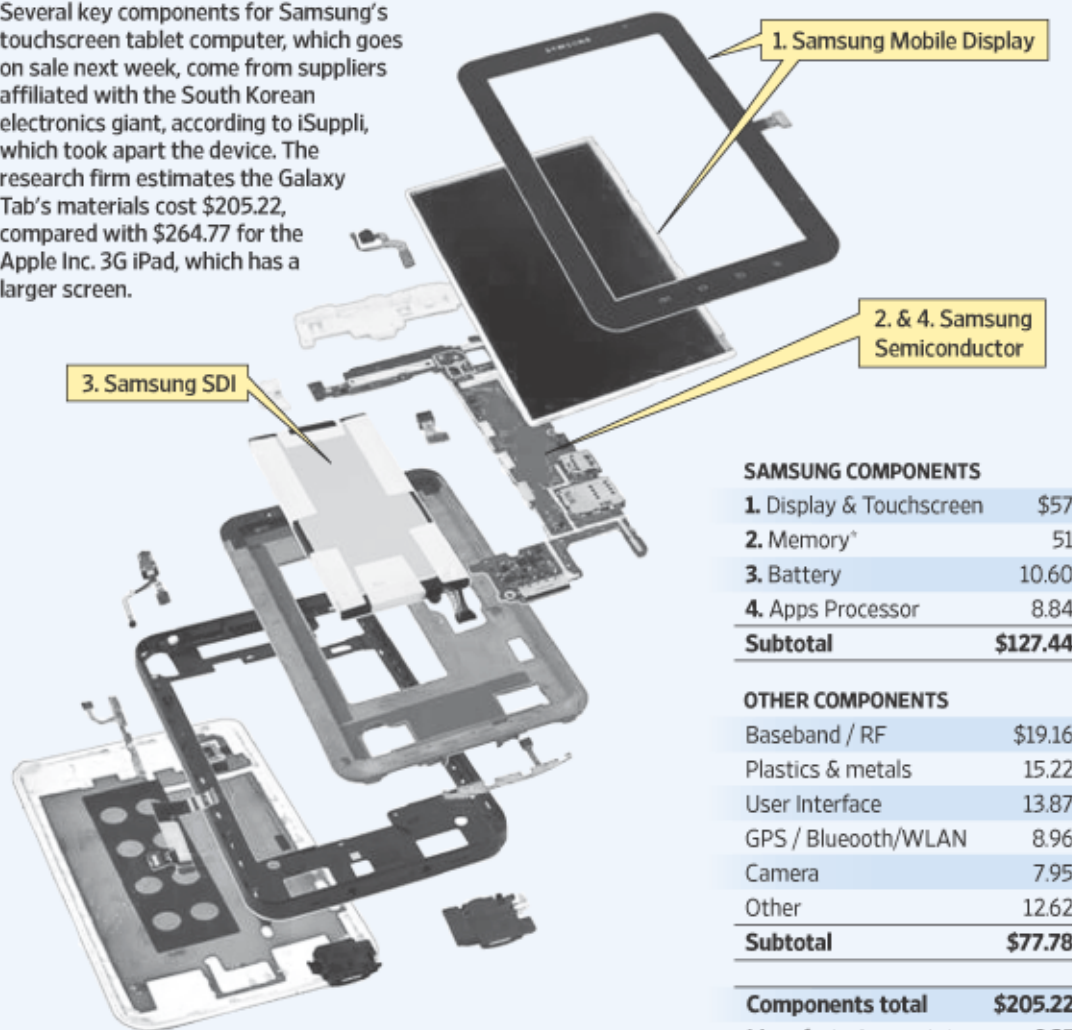
Last year, KT received the exclusive right to offer Apple's iPhone in South Korea. Despite initial concerns that U.S.-based Apple might have a tough time competing in a market dominated by local handset makers Samsung and LG, sales of the iPhone have taken off. KT had

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sold approximately 1.7 million iPhones by the end of September.

Teardown | Samsung's Galaxy Tab

Several key components for Samsung's touchscreen tablet computer, which goes on sale next week, come from suppliers affiliated with the South Korean electronics giant, according to iSuppli, which took apart the device. The research firm estimates the Galaxy Tab's materials cost \$205.22, compared with \$264.77 for the Apple Inc. 3G iPad, which has a larger screen.



Note: Doesn't include software, licensing and royalties
 *Includes flash memory by SanDisk †Estimated Source: iSuppli

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